**Request For Proposals**

**Guadeloupe Islands**

**THE ULTIMATE FRENCH CARIBBEAN EXPERIENCE**

**UNIQUE in the Caribbean, the dazzling French Caribbean Archipelago of Guadeloupe boasts unparalleled experiences for adventure and epicurean seekers.**

Framed by the Caribbean Sea and the Atlantic Ocean, the French overseas department of Guadeloupe is located in the heart of the Lesser Antilles between Antigua and Dominica and is comprised of five islands (Basse Basse, Grande Terre, Marie Galante, La Désirade and Les Saintes) connected by an efficient inter-island network. A multi-faceted destination with countless sources of memorable experiences for everyone, including lush rain forests, dramatic volcano, spectacular cascading waterfalls, crystal clear turquoise waters adorned with gold, white, pink, and black powdery sand, charming villages, French-Caribbean influenced culture and exquisite cuisine. **Art de Vivre and Simplicity**Gastronomy is part of the lifestyle of the Guadeloupe Islands and with over 200 restaurants, visitors will delight in a French Créole culinary adventure that will tantalize palates for months with international, traditional or N*ouvelle Cuisine Créole* dishes and let’s not forget Guadeloupe’s Créole delicacies such as the acclaimed BOKIT, SORBET COCO or TOURMENT D’AMOUR.

**Oui, Oui, J’ADORE!** Yes in the Guadeloupe Islands you get to brush up on your *“Français*” and this is so cool, definitely part of the experience, travelers will immerse themselves and mingle with the locals.

**Heavenly Protected Playground For the Outdoorsy Type**The Guadeloupe archipelago is a proud UNESCO BIOSPHERE RESERVE since 1992 with 77% of its territories are classified as a Natural Reserve. The Guadeloupe National Park is also home to the Jacques Cousteau Underwater Reserve and offers over 110 miles of way marked hiking trails. Environmental interests have always been at the heart of the concerns of Guadeloupe’s authorities: over 40 years of protecting sea turtles, national days dedicated to cleaning sea beds, the coastline and rivers. On Jan. 1, 2020 the Guadeloupe Regional Authorities banned the use of disposable plastic products such as cups, plates, utensils, cotton swabs, etc.

**A Rich Cultural Heritage**The Guadeloupe Islands are bound together by a rich ethnic diversity that characterizes its folklore, language, music and beliefs. Guadeloupe is home to the MACTe, the World’s Biggest Museum dedicated to the History of Slavery and Slave Trade from the 17th century to nowadays. GWOKA, Guadeloupe’s traditional music and dance is listed since 2014 as part of the UNESCO Intangible Cultural Heritage of Humanity. Also at the origin of ZOUK music and the emblematic KASSAV band, expect Guadeloupe’s nightlife to be vibrant!

**BRIEF**

**The USA Agency of the Guadeloupe Islands Tourist Board (GITB) is seeking for a small size creative agency and is requesting proposals from suitably creative agencies firms with a proven track record of communication campaigns with multiple segment audiences in the travel industry using traditional as well as digital and social media to reach campaign targets, evidenced with brief case histories of successful previous or current work in the tourism category.**

**Pre-requirements:**

* Small size MARKETING/CREATIVE Agency (1-3)
* Demonstrable record of minimum 5 years’ experience in marketing in tourism and related activities, including leisure, group and travel trade related industry
* Demonstrated capabilities in strategic media relations with a proven, results-oriented approach and proven methodology for measurement/ROI of communications
* Agency profile should outline background, size, client list and geographic coverage

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| **Institution**: Atout France - Guadeloupe Islands Tourist Board (US Agency)  | Date: 03/02/20 |
| **Project:** **Guadeloupe Islands Creative Agency Review** |

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| Background | The Guadeloupe Islands Tourist Board opened an agency in the US (New York) in November 2012. The destination welcomed 735K visitors in 2018, 80% of which originating from Europe and only 6% from Northern America. After suffering from the absence of nonstop airlift from the US continent for decades, European airline Norwegian Air offered nonstop flights from JFK and FLL from 2015 until spring 2019. Jetblue Airways launched nonstop flights from JFK in Feb, 2020**The destination is largely undiscovered by Americans despite its incredible natural, culinary and cultural assets.** |
| Brand Achievement | * From 4,000 to around 35,000 American visitors in 5 years
* Major accolades from US media (
 |
| Brand Marketing/CreativeObjectives | * Create impactful, compelling creative to highly targeted travel audiences that will attract, engage and drive results and accelerate visibility in the markets for maximum impact to support the GITB’s business objectives
* Strategically and prominently position the destination Guadeloupe Islands through impactful creative items and set it apart as the #1 TRENDING, UP & COMING CARIBBEAN DESTINATION IN THE US; elevate the profile of the destination in US travel markets ( consumer & trade) with a focus in New York-tri-state area, Florida and California. Enhance the destination’s reputation to attract visitors.
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| Brand Voice | * Unique, Undiscovered, Chic yet Authentic, French touch, Pristine
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| Brand Strengths/Challenges | **Strengths :*** Accessibility via nonstop flights from the East Coast
* Growing notoriety of the destination
* Premiere island hopping destination (archipelago of five islands)
* Eco-tourist destination: 77% of territories are classified as a Natural Reserve
* Renewal of the hotel offer and development of alternative accommodation (e.i AirBnB)

**Challenges :*** Lack of visibility compare to major English-speaking and Hispanic Caribbean destinations.
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| Customer Behavior Towards Brand | * Lots of repeaters
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| Target Audience | * 25-55
* High revenues
* Experiential travelers
* Geo-targeting: New York, New Jersey, Connecticut, Florida, and California
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| Success Metrics – Traditional Media | * We use measurement criteria internally that take impression numbers, $ equivalent ad value, quality of coverage, accuracy of coverage and sentiment into consideration.
* Our main focus is on improving overall media impressions for the brand and quality of coverage
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| Campaign messaging | * Fly Nonstop to the Guadeloupe Islands and experience the ultimate French Caribbean destination
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| **Creatives goals** | * Grow the destination’s reach by building awareness through impactful creative
* Improve our attractiveness on digital/print with specific media and content
* Increase the conversion rate of flight sales
* Create traffic on our website
* Capture qualified leads
* Highlight our major media recognition in order to speed up the purchasing process
* Promote the destination through a French Caribbean Lifestyle perspective
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| Creative needs | * **Animated Display banners** (GIF and HTML5):
	+ 300x250, 728x90, 300x600, 320x50, and skin
* **Print Ad (full page):**
	+ 8-5/8’’x11’’
* **Animated Digital Screen:**
	+ Bus shelter - animate digital screen – 84”and 98”
* **Animated Digital bill boards ( arena type):**
	+ Exterior Oculus: rotational LED
	+ Arena bowl LED
	+ Courtside LED signage
	+ Atrium signage
	+ TV L-Bars and TV Clusters
	+ In-arena signage: ribbon LED

**Agency must provide client with all source files in Photoshop format (.psd) with layers, imagery and fonts used for creative.** |
| Deliverables | Agency proposal shall include:* MARKETING capabilities/Business overview
* Relevant case studies
* Profiles demonstrating creativity, competence and experience in implementation, monitoring, reporting of creative production and interacting with Media agency
* Proposition of 1 set of animated banners for the destination (300x250, 728x90, 300x600)
* Fee estimate
* Banking information
* Tax ID
* Official Letter stating that the company is up to date with State and Federal taxes
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| Timing | **Initial proposal deadline, March 16, 2020 – send electronically to** **audrey.yacou@atout-france.fr** |
| Budget | $35K  |
| Contract period | One (1) year, renewable one time |
| GITB website | [www.guadeloupe-islands.com](http://www.guadeloupe-islands.com) |
| GITB social media handles  | Facebook: Guadeloupe IslandsTwitter: @visitguadeloupeInstagram: @guadeloupeislands |